

Convention Sales & Tourism Marketing

Priority Outcome: Equitable Neighborhood Development

Service Number: 820

Fiscal 2021 Recommended: \$7,794,837

Service Description

This service promotes Baltimore as the preferred tourist and convention destination. Funded by the hotel tax as stipulated by State law, Visit Baltimore, a nonprofit organization, is contracted by the City of Baltimore to provide sales solicitation and marketing promotion in order to attract leisure and group business for the City and for the Baltimore Convention Center. Per State law, Visit Baltimore is to receive at least 40% of the hotel room tax collected.

Major Budget Items

- The recommended budget reflects 40% of the \$21.3M hotel tax revenue projected for Fiscal 2021. It also includes a (\$763,760) payment back to the City to reconcile prior year budgeted and actual revenue.
- Given the impact of COVID-19 on the hospitality industry, Visit Baltimore is going to be forced to do more with less. Ten full-time and forty-two part-time positions have been eliminated for the entire year and twelve full-time positions have been furloughed through at least the first quarter of FY21. Being the only marketing entity for Baltimore City, this will severely impact future business and hotel tax collections in years to come.

Type	Performance Measure	FY16 Actual	FY17 Actual	FY18 Actual	FY19 Actual	FY20 Target	FY21 Target
Outcome	# of visitors to Baltimore (calendar year)	25.9M	26.2M	26.2M	26.7M	26.7M	27.1M
Outcome	Total hotel taxes collected in the City	N/A	\$34.6	\$32.5M	\$33.0M	\$34.0M	\$34.0M